GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2964
ANSWERED ON:20.03.2017
Kutch as International Tourism Destination
Chauhan Shri Devusinh Jesingbhai

Will the Minister of TOURISM be pleased to state:

(a) whether the Government plans to market Kutch in Gujarat as an international tourism destination; and
(b) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Governments /Union Territory Administrations. However, the Ministry of Tourism (MoT) promotes India as a holistic destination and as part of its on-going activities undertakes print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line.

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